

WPA COMMITTEE

5-18-2015 3:41PM

PRESENT: Anthony Aube, SBelcastro, RScott, EChapman

Minutes by Sandra Belcastro

Director's Report, Anthony Aube,

INTRO OF KARL JURGEN, NEW VOLUNTEER

An avid photographer and has a wealth of knowledge.

Beginning camera and editing training.

Assisted with both nights of Town Meeting along with Roy and Sandy and Anthony..

Trained to record and broadcast Selectmen's Meeting.

Two conferences,

Mass Media in Spfld , Basketball Hall of Fame, attended a no. of workshops.

Attended a Lighting Conference in Dedham, good for review and new information.

Attended a Conference on Friday in Worcester on Safe and Healthy Schools, presented by a coalition of local, state, etc. groups of many kinds, including Northeastern Univ. it was centered around addictions and opioids use, etc. and how to deal with it.

FCC and Communications Commission has denied the Merger between Comcast, Time Warner and Charter Communication due to potential of a monopoly. We will continue our contract negotiations with Charter. Comcast is looking to other potential mergers in Europe.

Positive Publicity and PR

We were in Government Video Magazine two months straight.

One has been published and was available for review.

Magazine article started with details and testimony by NASA

and ended with WPA on our expertise in infrastructure, distribution, digital broadcasting.

Next month, first article Exclusive on WPA monitoring standards and quality control.

They came to us for an interview and this is quite an achievement for WPA.

The Times was here this week, have been monitoring our progress for the past couple years.

They toured the studio and indicated they want to do repeat articles following out progress.

Annual Plow Day,

May2, 2015 - was a good day for WPA and the Friends. Friends had a tent and held a raffle. Very good Public Relations for WPA.

School Safe and Healthy School Presentation

Dr. Ruth Potee of Greenfield presented and will be coming to Wilbraham soon. Roy and Sandy volunteered to cover it. Many new ways to educate the public on how to recognize problems and reach solutions. Many other excellent speakers were present. This is part of an ongoing effort to help with this serious issue. Anthony is spending a lot of time actively participating in this very important program.

Bids for electrical work at WPA are to be opened on Thursday.

Some materials have already been delivered onsite to be given to contractor and Anthony meeting on site for walk-throughs, with facility director, IT director, etc. and architect. Making a lot of progress.

Unused generator at our facility does not meet code so can't be used. A new one will be brought in. Generator – has auto transfer switch, rated for 72 hour run, doing regular test loads. to run for diesel fuel because concerns about keeping pressure up on natural gas line so not good choice. Some of funding, \$20,000 room renovation \$25,500 and more, WPA adding a little bit.

#### CPA funding, \$25, 500.

Will be used for walls, electric, and floors. This facility was way out of code/compliance with electric so a new sub-panel, outlets and wiring, etc. will be installed. Amazing the building was let go so long.

#### Director's Report

Anthony was not able to write a report for today due to busy schedule. Wednesday tables and chairs will be removed to prepare for contractors. Tables to go to basement. Chairs to other rooms upstairs. Roy offered to help.

New Town Administrator will come in on June 1<sup>st</sup>. Anthony has already had a meeting with him and will be conferring more with him.

#### Good Vibes

We have had a lot of new programming with good feedback and opinions about broadcasting of Ted Talks and Science Foundation specifically. Even the Selectmen and some of the committees have been reminding the public about our broadcasts and advising that the public follow the broadcasts on TV and On Demand.

The Friends need to start having articles about the station in *The Times* and *Reminder* as soon as we get back into full production.

WPA has teamed up with Focus Springfield, their community access station, on a program called *Skin Talk*. Program is so successful that CBS Springfield has asked to use it on May 24<sup>th</sup>. Commercial channels are required to have closed captioning that they will have to provide.

Chris Tannen on CBS will broadcast *Skin Talk*.

This is what brought The Times attention to us. We have a good relationship with Tyler Witkop, staff writer there.

We may be able to provide just the regularly scheduled programming spots for publication.

#### Miscellaneous

Charter Comm is still having problems at the end of town. We have a clean signal from the station so must be at Charter's end. Ed's problem with a washed out image might be over modulation. Ask Charter, "What is signal to noise ratio?" Charter will be visiting ED again. All the channels are having the problem so not just WPA broadcasts.

Roy Scott will need help for the summer so will be looking for someone to do the Sunday recording. Possibly Ian Magill could do it.

New update on what happened with bringing The Arts Channel on board for broadcast. It was investigated. but the price was prohibitive. It was supposed to be free to Public Access. Ed missed the meeting about the report on it and was not aware.

*Ed* voiced displeasure with the current operation of the WPA Committee. "We are an appointed Committee but we don't follow any role of a committee. Old issues are not being attended to. By Laws are not being revised. Minutes are not always forthcoming."

*Sandra* - "Some meetings have been cancelled due to lack of a quorum. and we are just inching our way out of our hiatus and getting back to normal issues. Major changes have been taking place since Anthony arrived that are taking a lot of daily attention such as renovation, etc. Sometime after the regular meeting and Director's report there is not time to get into much else."

*Ed*- "How effective has the committee been with relating to Anthony about what we see in the community as to whether people are pleased with the quality of the station?  
As relates to the number of calls he receives considering the number of residents in Wilbraham?  
What is the viewing public out of 14,000 people? What is the percentage of households watching."

*Anthony* - "That info is not available to us. WPA can't track that. Charter can't, by law, track what residents are watching.  
One thing we can track is that approximately 300-400 residents a month watch *video on demand*."

*What committee needs to address.*

What are our duties to Anthony and what is his duty to us?

Issue for the committee is to deal with Old Business and New Business as well as updates of events..

At the moment there is no one in the Secretary's position. Sandy continues to act as Secretary.

Meetings go so long with Dir. update that are so inclusive of everything that goes on here that there is little time for old or new business.

Ed volunteered to cover St. Cecilia's services for the summer.

Meeting Adjourned 4:51 pm Roy moved to adjourn, Ed seconded. All in favor.

Next Meeting: July 20, 2015 3:30 PM